



City of San Antonio

Agenda Memorandum

File Number: 14-1648

Agenda Item Number: 26.

Agenda Date: 8/21/2014

In Control: City Council A Session

DEPARTMENT: San Antonio Convention & Visitors Bureau

DEPARTMENT HEAD: Casandra Matej

COUNCIL DISTRICTS IMPACTED: City-Wide

SUBJECT:

Official City Store Ticket Consignment Policy and Agreement

SUBJECT:

Ordinance approving revisions to the Official City Store Ticket Consignment Policy and Official City Store Ticket Consignment Agreement to include consignment tickets of local museums and motorized tours for the purpose of resale to visitors at the Official Visitor Information Center.

SUMMARY

This ordinance approves revisions to the Official Visitor Information Center Ticket Consignment Policy and Agreement originally approved in February 2002 and revised in August 2004. The Policy and Agreement afford the Visitor Information Center the ability to provide for the consignment and resale of local attraction tickets at the Official Visitor Information Center, located at 317 Alamo Plaza. The current Policy and Agreement address the resale of tickets for theme and water parks, as well as natural attractions such as show caves/caverns, zoos/wildlife parks. This revision will add the consignment and resale of museum tickets and motorized sightseeing tours.

BACKGROUND INFORMATION

The City of San Antonio operates the Official Visitor Information Center that provides retail services at 317 Alamo Plaza. The Official Visitor Information Center promotes San Antonio to visitors and residents providing

information on local attractions, museums, tours, hotels, restaurants, neighborhoods, and other local areas of interest. Key objectives of the Visitor Information Center are to enhance the visitor experience, extend visitor stays, and encourage repeat visitation.

The Visitor Information Center Ticket Consignment Policy and Consignment Agreement were previously approved by City Council in February 2002 and updated in August 2004. This policy provides for the sale of tickets on a consignment basis for theme and water park attractions, as well as natural attractions such as show caves/caverns, zoos/wildlife parks in Bexar County, and counties contiguous to Bexar County. The Director of the Convention and Visitors Bureau is authorized to negotiate and execute these Agreements, upon consultation with the City Attorney's Office.

The policy was developed to address the frequent inquiries received at the Visitor Information Center from visitors regarding the purchase of such tickets, many of which were not then being sold in the downtown area. The sale of such tickets provides a convenience and public service to citizens and visitors. In addition, this has helped to promote local attractions and to generate revenue for the Visitor Information Center.

The proposed Visitor Information Center Consignment Policy has been modified to expand the scope of attractions to also include other attractions (natural) such as museums and motorized sightseeing tours. With the expansion of the scope of the Policy, the City Store projects to generate additional revenue and increase the level of customer service.

ISSUE

The approval of this Policy and Agreement is in support of the frequent inquiries received at the Visitor Information Center from visitors regarding the purchase of such tickets. The sale of such tickets provides a convenience and public service to citizens and visitors. In addition, this has helped to promote local attractions and to generate revenue for the Official Visitor Information Center

ALTERNATIVE

The policy and agreement revisions if not approved would maintain the current level of ticket offerings to visitors. For purposes of museums and motorized sightseeing tours the Visitor Information Center staff would need to redirect consumers to individual attractions for purchase.

FISCAL IMPACT

There is a positive financial impact in authorizing the revised City Store Ticket Consignment Policy and Ticket Consignment Agreement. The tickets will be offered to the City Store on a consignment basis; therefore payment for the tickets is not made until the tickets are sold. Depending on how many partners participate, this policy change could generate an additional \$3,000 - \$5,000 annually. However, the most significant impact is the convenience and service delivery for visitors.

RECOMMENDATION:

Staff recommends approval of the ordinance approving revisions to the Official City Store Consignment Policy and Office City Store Ticket Consignment Agreement.